



## **Tips on Marketing to Tenants in Apartment Complexes For Other Businesses**

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Have you ever thought about marketing to apartment complexes?

Many apartment complexes are gated communities and unless you get the approval of the apartment manager, there is no way to get your message into the hands of the people who could use your product or services—the *tenants themselves*.

We have found that business owners have wasted tons of money buying “zip code-based mailing lists” when all they wanted was the exact mailing addresses for apartment complexes near them.

While we provide EXACT [apartment address mailing lists](#)...don't order any mailing lists until you read the rest of this article! In fact, after reading it—you *may not want to market to them at all!*

### **Basic Apartment Statistics**

I have a friend who manages 12 apartment complexes. He has tracked the turnover rates of tenants for the last 10 years and 62% of all apartment dwellers move after 1 year. Half move in the spring—the other half in the fall. Another 28% move after 2 years. His stats are backed by a survey conducted by apartment managers all over the US.

Bottom line: If you want to get business from apartment dwellers, then you might consider direct mailing to the tenants.

One of the key benefits of mailing to apartment complexes is that, once you have the mailing addresses, the addresses never change, but the people who live there do, so you are constantly marketing to new people.

Here are some new ideas to help you obtain the apartment addresses and get the most value, for the least amount of money

## **Choose Apartment Complexes Near Your Location**

Most tenants want to do business with companies/services located near their apartment. They save time by stopping by before or after work or over the weekend.

### **The Internet is your Friend**

Want to know which complexes are near you? The monthly rent? How many units? How about a map with the most convenient route to your location? While not every complex can be found on every website, check out the following sites and you'll find almost everything you need to know **BEFORE** you choose which ones to market to.

Simply type in the zip code or city and you will probably find complexes you did not know existed.

MyNewPlace.com  
Apartments.com

ForRent.com  
Move.com

### **How much are they Paying for Rent?**

Chose your ideal customer! Compare rents. Those with the higher rents could be your ideal candidates.

### **How to check for vacancy!**

One of the reasons your marketing will fail—is due to the high number of units that are vacant. Nope, the manager will not tell you either! I recommend that you hop in your car and visit the complex between 8 to 9 pm. Check to see how many cars are in the parking lot. How many lights are on in each building. Are there chairs, BBQ grills on the patios or balconies? You only need to spend about 30 minutes observing the activity around the complex. The worst thing you could do is to mail your postcards to **NOBODY**.

### **How to obtain the addresses!**

Distributing flyers on car windshields or door hangers may be cheaper, but you are going for “quality” leads and not the “quantity” of the flyers. I recommend that you **mail a post card**, with an effective headline and message as to why they should do business with you. When I initially started marketing to apartment complexes, I hired a college student to drive around, write down the addresses, enter the info into an Excel spreadsheet and create mailing labels. It took a lot of time and even at \$12 per hour, it cost a lot of money and was not as accurate as I had hoped.

However, we have created a unique system where we can get you the address of also every complex in the US (regardless of the number of units) for one flat fee. Best of all you own the address list so you can mail to forever. Visit [www.ApartmentToolKit.com](http://www.ApartmentToolKit.com).

### **Best time of year to market!**

When do most of your customers do business with you? What months? Send a postcard 30 days before you expect them to purchase from you. Then send 3 or 4 more, within a 14-day time period so they remember who you are & what you are selling.

## Headlines are important!

Get their attention within the first few seconds of reading the post card. Create the headline based on issues/problems typical renters have.

## Mailing

Post cards are the least expensive way to get your message to the people who have the most use of your services. I have used [www.Vistaprint.com](http://www.Vistaprint.com). (Save money by Googling online for 50% off coupons before you use them.) The post cards are really inexpensive, good quality and ships within a few days.

Since you will not know the name of the tenant living in each unit (and you don't really care anyway), the label should say "To Our Neighbor". Do not use Occupant or Resident. The post office is slow to deliver with that salutation—that is if they deliver it at all!

Since you are mailing to only one zip code, you will save money using bulk mail. However, I recommend that you "test" your vacancy percentages by sending at least one mailing a year "first-class" mail!

## Your Personal Money Machine

Once you have the addresses of each unit, consider it your personal gold mine. You own the list and can send your marketing message forever!

Remember, the addresses never change, but the people who live there do, you are constantly marketing to new people.

**Karen Deis, President of [www.ApartmentToolKit.com](http://www.ApartmentToolKit.com)** *provides apartment address mailing lists for all types of businesses who wish to market to apartment complexes. Originally created for her mortgage and real estate business, she has found that by consistently marketing to new people, it created millions of dollars in business. Using the same basic tactics, it will work for your storage business as well.*

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